

## ABSTRACT OF THE DISCLOSURE

The present invention provides a controller of a panel driver that makes a determination as to the display color by which information to be displayed is displayed, reports a driving method corresponding to this display color to a driving method control circuit, and reports a driving voltage corresponding to this display color to a driving voltage control circuit. As a result of such a process, a driving method and a driving voltage suitable for the display color are selected. Additionally, it becomes possible for a single panel driver to drive an LCD and an organic electro luminescence panel at the same time without providing a dedicated driver for each of these two panels.